

amatra for education

Keeping your campus safe and secure.

Smart communications for campus safety and student outreach.

“Amatra’s solution lets you connect and communicate with your campuses and communities in a controlled, secure and measurable way.”

Amatra SmartSource™ for Education

Amatra SmartSource™ is targeted for K-12 and higher education to provide a channel for reliable and consistent **mass communication** via **multiple communication channels** in case of **Emergency** and **Non-Emergency** situations.

Amatra’s solution empowers students, faculty, parents, staff, emergency first responders and law enforcement by arming them with information just when they need it, where they need it.

Amatra’s solution also enables campuses to stay connected with students, faculty and alumni via new generation communication media such as **Social Media (Facebook, Twitter, Blogs), SMS Text Messaging, Voice Notifications, Email** and more to communicate their brand and promotional information in a controlled, secure and measurable way.

Amatra SmartSource™ enables mass notification for campuses in the following ways:

- Instant campus-wide notifications
- Multiple channels of communication
- Geographically targeted notifications
- Message Tracking, Analytics & Reporting
- Pre-Planning for Emergencies or Campaigns
- Effectively manage large scale notifications

“This multi-faceted notification system serves our campus well, delivering **emergency and critical information** to faculty, staff and students with **flexibility, reliability and speed.**”



- **Sena Landey**
VP for Finance & Treasurer
Anderson University



What is Amatra SmartSource™?

Amatra SmartSource™ is Amatra's Smart Communications Platform™ built on open architecture and standards.

Amatra SmartSource™ provides an integrated environment for planning, sending, tracking and analyzing communications to tens of thousands of users using multiple communication channels.

Amatra SmartSource™ supports communications via **Voice Notification, Text SMS messaging, Email, and Social Media** outlets. The platform architecture is flexible to easily add new communication media based on business needs.

The platforms **Analytics** and **Reporting** capabilities track communications and responses real-time and quickly compile the results in a dashboard for informed decision making.

Platform Features and Capabilities:

Multiple channels of communication.

Harness the power of Social Media.

Geographically Targeted Notifications.

Message Tracking

Analytics and Reporting.

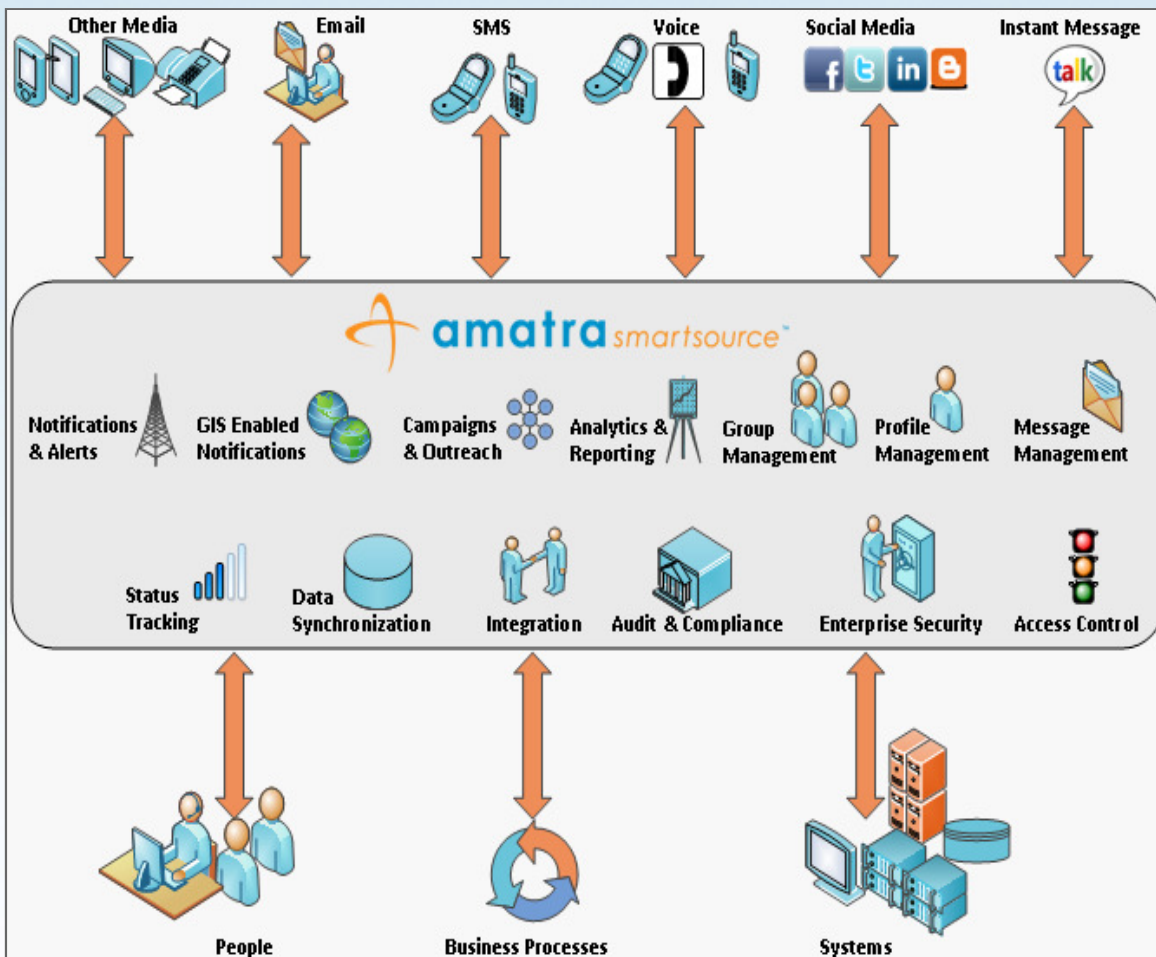
Social Analytics.

Integrated Dashboard.

Profile Management.

Group Management.

Message Management.



Value of Amatra SmartSource™:

Plug N Play model.

Integrates with customer data repository

Access Anytime from Anywhere with 24/7 web based access.

Role based Security and Access Control.

Fully Hosted Subscription option available.

Scalable, Reliable, and Robust.

Affordable, Pre-packaged & Customizable.

To learn more about what Amatra SmartSource™ can do for you, visit www.amatra.com